

**PROMOTING ENTREPRENEURSHIP IN INTANGIBLE CULTURAL HERITAGE:
ENTREPRENEURSHIP IN GASTRONOMY**

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Abstract: The promotion of entrepreneurship in the intangible cultural heritage has the target to upgrade the image of the Romanian touristic products on external market, the knowledge of the role and importance of cultural heritage in the national economy, stimulation of intern and international touristic demand for holidays and travel in Romania, therefore the rise of tourists who visit Romania. Entrepreneurship is essential for economic growth and development of countries. However, for a better comprehension of the role, both actual and potential, that heritage has in the development of policies, the upgrade of systematic data is important, relevant to the economic and social effects. Intangible cultural heritage is a fundamental factor of social life: it develops the intellectual potential at a national level and human capital, it creates, through assessment of cultural diversity, an open society aware of the national identity. As a factor of economic growth, the intangible cultural heritage determines the growth of life quality and attraction of investments and it also helps to the development of touristic activities, it creates new markets, it defines economic functions of regions or cities.

Keywords: Promotion, entrepreneurship, heritage, intangible cultural heritage, gastronomy

Classification JEL: M130; M370; M160

Introduction

Entrepreneurship plays a decisive role in destination development through creative and innovative exercise influence shareholders. Entrepreneurs can be an engine of growth and are a key source of jobs. In the European Union, entrepreneurs held in 2012, 67% of all jobs, according to statistics “Antreprenorii vorbesc Barometrul antreprenoriatului românesc 2013”.

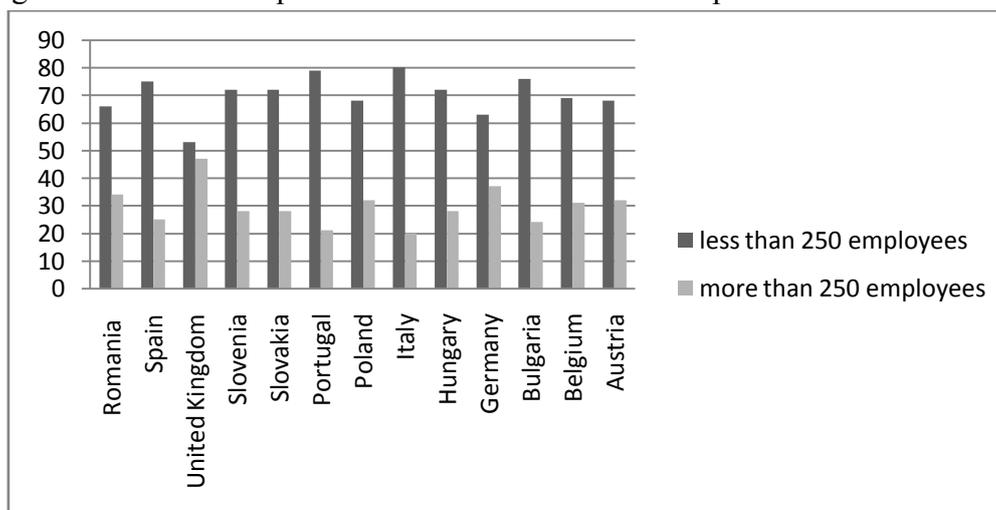


Figura nr .1 The contribution of SMEs to total number of employees in private companies

Sursa: adaptare dupa OECD, *Entrepreneurship at a Glance 2013* - © OECD 2013

Heritage can promote social cohesion and can be integrated through regeneration neglected, working at full capacity, and creating local jobs and promoting a common understanding and a sense of belonging to the community. The sector provides important educational and volunteer opportunities for young people and for older people and promote dialogue between cultures and generations.

Heritage has also many effects in other economically related sectors. For example, there is an estimation that tourism contributes 415 billion EUR to the EU GDP¹² and 3.4 million tourism companies provide 15.2 million jobs¹² – many of them being related to heritage, in a direct or indirect way. There has been estimated that 27% of travellers in the EU choose their travel destination based on cultural heritage. Only in 2013, there were 52% of the EU citizens that visited more than one historical masterpiece and 37% museums or galleries, while 19% of tourists visited different monuments and sites abroad. Thus, heritage may help cities or different regions to brand themselves.

In order to sustain the European Agenda for Culture, there has been developed a new field of different EU tools – beginning with the Creative Europe or Horizon 2020, that need to be made known and worked on. The EU helps different important conservation efforts like for example the site of Pompeii or the Parthenon, funds related to research and takes part in the process of elaborating narratives related to the heritage of Europe; it may also contribute to helping raise awareness using prizes and other incentives, sometimes in collaboration with the civil society (Comisia Europeana – Ways to approach integrally cultural heritage for Europe, 2014).

Review of scientific literature

(Dumitrache și Szeles, 2014) consider that the contemporary economy, the entrepreneurial activities have become a key part of any powerful and healthy economic system. Business education allows graduates developing their entrepreneurial skills, and therefore prepares them to better integrate on the labor market.

(Nistoreanu și Gheorghe, 2014) affirm that the modern economy needs specialists with entrepreneurial attitudes, and universities must assume an important role of providers of potential entrepreneurs. The purpose of entrepreneurial education has expanded from a single course in business schools, to being integrated in very many university studies domains.

(Turró, Urbano, Ortiz, 2013) inform us there is consensus among scholars that entrepreneurship is a key determinant of firm, regional and national economic performance. Thus, in the few last decades researcher have paid attention to the role of entrepreneurship in productivity, employment, and economic and social development.

(Moya, Taboada, Guerrero, 2014) tell us that entrepreneurship scholars seem to agree that the level of entrepreneurial activity varies significantly across countries and over time. entrepreneurship is essential to countries economic growth and development, driving employment and innovation.

(Ácsa, Autiob, Szerbd, 2014) consider that subsequently, researchers have argued a whole array of economic benefits generated by entrepreneurs, ranging from innovation to job

creation to productivity to, e.g., facilitation of technology transfer and knowledge spill-overs from research to industry .

(Mykletun si Gyimo, 2010) define entrepreneurship is seen as creation of new organisations independent ownership, active management and/ or intentions or the recognition and exploitation of opportunities. Entrepreneurs are known for rapid decision-making under uncertainty and with constrained access to resources, hard work and a wide variety of skills and astuteness.

(Hallak, Brown , Lindsay, 2012) think that an entrepreneur can be defined as a “person who owns and starts an organization” focuses on “profit and growth” and demonstrates a propensity for “innovative behavior”. Entrepreneurs may work independently to develop their own for-profit businesses or may work in larger corporations and engage in entrepreneurial activities that benefit their employers.

(Aulet, 2013) consider that the work of entrepreneurial skills comes from classes, competitions, extracurricular events and networking program, and the teachings available both in the classroom and outside are extremely relevant and immediately valuable to the students so that in this environment they attack the subjects with a greater level of interest and commitment.

(Rodz, Subli and Zaki, 2013) states that the Malaysian Department of National Heritage classify the cultural heritage as being intangible heritage and tangible heritage. The tangible heritage includes: historic sites, monuments, buildings and the intangible heritage includes the phrase, language, song, folklore songs, traditions, the dance and theater.

Cominelli and Grafts (2012) define cultural heritage the practices, representations, expressions, knowledge and skills" that belong to the communities and are supported by the residents of such areas.

Hassan, Jailani and Rahim (2014) believe that people are tending to visit attractive places and have an intention to experience other culture, to understand the lifestyle, and discover the uniqueness of other country.

The intangible cultural heritage is the base of the European Agenda for Culture, having an important contribution to its 3 objectives:

- Promoting the cultural diversity and the intercultural communication – due to its intrinsic and social values, heritage represents an important tool
- Promoting culture as the base for creativity – heritage can contribute using its direct or indirect economic related potential, also the capacity to underpin the industries related to culture and creativeness and inspiring thinkers and creators being included.
- Seeing culture as an important element of the Union’s international dimension – there is a high international respect for European expertise in cultural heritage.

1. Categories of Intangible Cultural Heritage

Cultural heritage does not end at monuments and collections of objects. It also includes traditions or living expressions inherited from our ancestors and passed on to our descendants, such as oral traditions, performing arts, social practices, rituals, festive events, knowledge and practices concerning nature and the universe or the knowledge and skills to produce traditional crafts (Unesco).

(Richards, 2011) inform us that creativity has been employed to transform traditional cultural tourism, shifting from tangible heritage towards more intangible culture and greater involvement with the everyday life of the destination.

UNESCO Convention for the Protection of Intangible Cultural Heritage 2003, proposes five "domains" wide the intangible cultural heritage manifested:

- Oral traditions and expressions, including language as a vehicle of the intangible cultural heritage;
- Performing Arts;
- Social practices, rituals and festive events;
- Knowledge and practice concerning nature and the universe;
- Traditional Crafts.

1.1 Oral traditions and expressions including language as a vehicle of the intangible cultural heritage

Oral traditions and expressions field contains an enormous variety of forms including spoken proverbs, riddles, stories, nursery rhymes, legends, myths, songs and epic poems, charms, prayers, songs, songs, dramatic performances, etc.

The examples included in this study demonstrate links between tourism, language and educational experiences, as in the case of Shakespeare's Globe Theatre in the United Kingdom traditional storytelling, as in the Souk Okaz Festival of Saudi Arabia and the tours of Robben Island World Heritage Site in South Africa, as well as volunteer tourism projects, such as Andaman Discoveries in Thailand and the Aang Serian Volunteering Program in Tanzania, this things are relate in project (Tourism and Intangible Cultural Heritage, World Tourism Organization, 2012).

1.2 Performing arts

This category includes cultural expressions such as music, dance, theater and more. Performing arts ranging from vocal and instrumental music, dance and theater to pantomime, singing verse. Includes numerous cultural expressions that reflect human creativity and are also found, to a certain degree, in many other areas of the Intangible Cultural Heritage.

(Su, 2011) Linking music to tourism, contend that music is both a culture industry and a powerful text to represent places, providing "a new source of images and sounds for tourism.

1.3 Social Practices, Rituals and Festive Events

(Barrio, Devesa, Herrero, 2012) inform us that festivals provide an example of cultural consumption regarding which individuals are able to express their preferences and create an idea of their value; secondly, they trigger a series of economic effects which may be reflected in the possibilities for economic and production development in the area; and finally, they involve an effort in planning which may be evaluated in terms of efficiency and performance.

According Unesco, in many communities greeting ceremonies are informal while in others they are more elaborate and ritualistic, acting as a marker of identity for the society. Similarly, practices of giving

and receiving gifts may range from casual events to formal arrangements with significant political, economic or social meanings.

(Chaneya, Ryanb, 2012) consider that gastronomy has the ability to convey a sense of the heritage and cultural identity of the host communities and therefore the authenticity of the experience, and the ability to convey prestige, status and to create groups by inclusion or exclusion.

(Mason si Paggiaro, 2012) they think that gastronomy is therefore not only identified with food products, but it also involves a composed experience of food, wine heritage and landscape. From an experiential point of view native food and wine representing the place of origin, as well as local landscape and culture, become fundamental elements in order to build a food and wine experience.

(Mak, Lumbers, Eves, 2012) affirm that food consumption in the general context is recognised as a collection of contextual and evolving social practices, where food no longer merely serves as sustenance but also a way to relate to other people in social, cultural and political terms. Tourists' spending on food can constitute up to one-third of the total tourist expenditure.

Food festivals, such as *Gorski Kotar*, part of the Lujzijana Historic Tourist Route in Croatia, feature complimentary activities from cooking workshops to collecting and processing local forest fruits and medicinal herbs. Such examples indicate that, like all major events, food festivals require full-time management by a team of professionals to ensure the event's sustainability and quality on a long-term basis. (World Tourism Organization, 2012)

1.4 Knowledge and practices concerning nature and the universe

Knowledge and practices concerning nature and the universe include knowledge, knowhow, skills, practices and representations developed by communities by interacting with the natural environment. These ways of thinking about the universe are expressed through language, oral traditions, feelings of attachment towards a place, memories, spirituality and worldview. They also strongly influence values and beliefs and underlie many social practices and cultural traditions. They, in turn, are shaped by the natural environment and the community's wider world.

This domain includes numerous areas such as traditional ecological wisdom, indigenous knowledge, knowledge about local fauna and flora, traditional healing systems, rituals, beliefs, initiatory rites, cosmologies, shamanism, possession rites, social organisations, festivals, languages and visual arts (Unesco).

1.5 Traditional Crafts

Traditional crafts and visual arts communities are the foundation of material culture. They form the majority of the passengers bought souvenirs. (Thompson, Hannam, Petrie, 2012) affirm that artistic works are usually held to be hand-made, expensive and unique in some way, while souvenirs are usually held to be mass produced, cheap and commonly found.

Many of the poor tourism projects featured in this study deal with how to make handicrafts an attractive and economically viable way for communities to become involved in tourism. For example, in the Okavango Delta

project in Botswana baskets are produced and sold by local women in the Delta and through retail outlets elsewhere (World Tourism Organization, 2012).

2. Intangible Cultural Heritage in the European Union

The List of Intangible Cultural Heritage in Need of Urgent Safeguarding is composed of intangible heritage elements that concerned communities and States Parties consider require urgent measures to keep them alive. Inscriptions on this List help to mobilize international cooperation and assistance for stakeholders to undertake appropriate safeguarding measures. During the period from 2009 to 2013, the Committee inscribed **35 elements** on this List.

The Representative List of the Intangible Cultural Heritage of Humanity is made up of those intangible heritage elements that help demonstrate the diversity of this heritage and raise awareness about its importance. In 2008 the Committee incorporated **90 elements** into the Representative List. During the period from 2009 to 2013, it has also inscribed **192 new elements** on this List (Unesco).



Figure nr. 2

List of the Intangible Cultural Heritage

Source: realized by author

3. Entrepreneurship in the Intangible Cultural Heritage

Organisations need to adapt to survive and must remain competitive in a complex, demanding and changing economic environment and so should adopt a more entrepreneurial approach to management decision-making (Burgess, 2013).

This paper aims at exploring the role of entrepreneurial reputation in destination networks. Austrian tourism destinations were chosen as case study areas. (Strobl și Peters, 2013) told us that in Austria, 87% of all tourism businesses are classified as micro businesses. A large proportion of the 45,000 businesses in the tourism sector employing 211,428 people. (Statistik Austria, 2011).

(Komppula, 2014) nevertheless, small and medium sized enterprises are numerically dominant and a key distinguishing feature of the tourism industry. In Finland, for example, 90% of tourism businesses can be classified as micro enterprises.

Even though the economic crisis in Greece has affected almost every industry sector, the data prove that Greek tourism remains one of the few sectors of the national economy that is still competitive at a global level. In 2011, the contribution of tourism to Greek GDP amounted to 16.5%, while total employment in tourism (758,300 jobs) corresponded to 18.4% of the workforce. According to SETE (Association of Greek tourism enterprises) Greece's World and European market share for 2011 is about 1.7% and 3.3% respectively [25]. In the context of this paper we concentrated on information gathering in the Greek tourism entrepreneurship and more specifically we examined the hotel industry as it constitutes the most dynamic component of tourism (Karoulia si Tsionou, 2013).

Culture, cinema, television, music, performing arts, literature and other related fields in Europe can use the support of the programme of European Commission's new Creative Europe that has been approved today by the European Parliament. Using a budget of 1.46 billion EUR in the following seven years – with 9% more than current levels – this programme provides a strong beginning for creative or cultural sectors, which represent an important source of providing jobs and development. Creative Europe will also provide funds for more than 250 000 artists and cultural professionals, 2000 cinema, 800 books and 4500 book translations. This programme will also give a start to a new facility, financially guaranteed, thus enabling low creative and cultural businesses to have access to almost 750 million EUR in the form of bank loans (Europa creativa, 2013).

4. Entrepreneurship in gastronomy

Spain-international recognition of Spanish gastronomy, referring to aspects such as its regional diversity, the Mediterranean diet, the New Basque Cuisine in the 1980s, the New Spanish Cuisine led by Ferrán Adrià, or the tapas culture, have prompted municipal governments, hotel and restaurant operators, chef, and agro-food producers to create the first platform for the development of gastronomic tourism: TASTING SPAIN. The mission of the The Spanish Wine and Food Tourism Association is to position Spain as a leading destination for food and wine orientated tourism. As such, we aim to assess and communicate the opportunities in this market to all of its members- customers, suppliers, public and private institutions, national and foreign media. We wish to bring together the different intermediaries in our sector in order to contribute to its development, regulation and promotion (<http://www.spainfoodandwinetourism.com/home.html>)

Italy-Italian National Tourist Board support gastronomic tourism with initiative “Cooking with Italia.it” and promotes culinary and wine itineraries. Italy however reaches top positions in tourism rankings: they are the 1st destination in the world where people would like to go, the country with the highest artistic and historical heritage. Italy is first thanks to food and wine tradition and the third for shopping (Italia Corporate Annual Report, 2012).

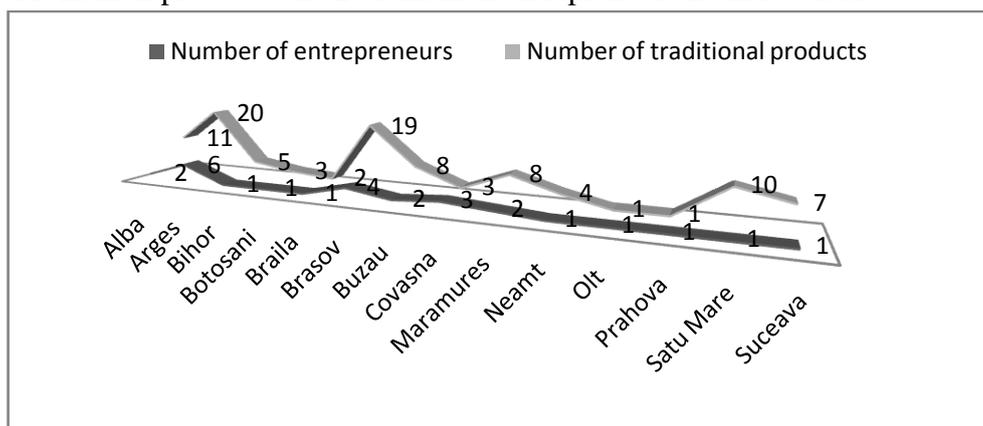
The Italian Government policies, through the Institute for Foreign Trade have been promoting all products that share the “Made in Italy” label. Yet more influential, the Slow Food movement, driven by an international non-profit organisation, has promoted local farming and ranching areas and quality. There are several events dedicated to gastronomy in Italy, for example Turin Slow Food Festival, Taste Florence, CIBUS International Food Exhibition in Parma, Taste of Milano, Milano Food Week, Stragusto.

ICIF – Institute of Cuisine, Culture of Oenology the Regions of Italy is a nonprofit making organization whose objective is that of promoting the traditions of Italian food and wine abroad through training courses on Italian Cuisine.

Greece- Greek gastronomy has a history of around 4,000 years, with special characteristics based on pure and unique quality goods produced on Greek land. In fact, it was Archestratos who wrote the first cookbook in history. Since 2009, the Association of Greek Tourism Enterprises (SETE) has undertaken the initiative of promoting gastronomy as a pillar of Greek Tourism. SETE promotes the initiative that sees gastronomy united with the marketing of Greek tourism. In its first year of implementation, SETE’s project “Gastronomy in the marketing menu of Greek tourism” has included the launch of a website.

According to OECD report Tourism Trends and Policies 2010, the contribution of tourism (direct and indirect impact) to the Greek economy represents 18% of GDP. According to available data, gastronomy, once included in the Greek tourism offer, could increase GDP by 1 billion EUR, attract 500.000 visitors and create 50.000 new jobs.

Romania-The Romanian gastronomy is very diverse. Rich in tastes, colours and flavours, strongly influenced by history and foreign traditions with which Romanians have come into contacts(As the national book of traditional products nr 724,2013) there are 102 traditional romanian products and 29 romanian entrepreneurs from 14 districts.



Figure

No.3 National Register of traditional products

Source: adapted by the site *madr.ro*

The campaign “ Discover the Romanian cook traditions” in the 2nd edition of the cuisine education programme made by Russenart Communic in partnership with Gold Maya&Heinner between January –december 2014. The second edition will be a trip to 40 hotels of the 9 historic areas of Romania. In 2014 the educational programme is sustained by 80 media partners (television, publications, blogs).

Gastro Pan Weekend- the attractions of the cuisine event of the year, over 20000 of specialists took part in 2014-cookers, entrepreneurs foreign and Romanian producers-at Brasov Business Park, at the 6th edition of Gastro Pan. The event presents the offers of the 120 participants from 23 countries.

Table 1 Situation at European products as designations of origin, geographical indications and traditional specialities guaranteed

Nr.Crt.	Country	The quality / product	Total
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		number			
		I.G.P.	D.O.P.	S.T.G.	
1	Italy	114	183	2	299
2	France	127	125	1	253
3	Spain	91	112	4	207
4	Germany	86	34	-	120
5	U.E.+another country	703	690	59	1452
6	Romania	1	-	-	1

Source: adapted from INDAGRA, November 2, 2013

protection of geographical indications (PGI), designations of origin (PDO) and traditional specialties guaranteed (TSG)

According to madr.ro the quality system IGP, DOP, STG offers:

- To producers –the essential instruments of identification on promotion of those produces of whose specific characteristic are protected to a national and European level;
- Benefits of producers who, through are associate of producers add value to local heritage;
- Growth of the market value of Romanian traditional products.

In 2010 the EU Member States with the greatest number of farms and labour input were Romania (32% of all farms, 17% of total labour input), Poland (13% of farms, 19% of labour input) and Italy (14% of farms, 10% of labour input). In terms of UAA, the most important EU Member States are France (16% of total UAA), Spain (14%) and Germany (10%).(http://ec.europa.eu/agriculture/statistics/indicators/rd-2013/c4_en.pdf, CONTEXT INDICATOR 4: FARM STRUCTURE,)

Agriculture represents, nowadays 6% of European GDP and producers 46 million jobs. Only 6% of European farmers are under 35 years. After 3years of recovery agricultural income unit of labour of EU dropped in 2013 ny 1.3% from year to year being conducted by a decline which implied both income and labor force (Agricultură și Dezvoltare Rurală, ec.europa.eu/agriculture/cap-for-our-roots).

Agricultural income varies significantly in EU:the biggest growths are estimated in the south countries 11.4% Romania, Spain, 10%. While the biggest declines are in Estonia -17%, France and Croatia -16% (AGRICULTURE IN THE EUROPEAN UNION STATISTICAL AND ECONOMIC INFORMATION, REPORT 2013, December 2013)

According to a study of the intern tourism organization over 88% of its members considers that gastronomy is a strategic element in defining brand and image of a destination. Over 67% say that their country has its own gastronomy brand.

As what concerns touristic products, the study showed that the most important are the gastroeconomics events 79%, gastronomic routes 62%, courses and workshops of cooking 62%, visitis to markets and local producers 53%, according to ANT president.

5. Promoting gastronomy

Marketing and promotion tools most used by companies in the top gastronomy: 68% of the organizations consulted carry out marketing activities or promotion based on Food Tourism. The marketing and promotional tools most used by these entities are: organizing events (91%), producing brochures and advertising (82%) and dedicated websites on food tourism (78 %). At a lower level are promotional tools such as tourism guides (61%), blogs (43%), and familiarization trips for journalists and tour operators (13%) (World Tourism Organization, Global report on food tourism, Volume four, 2012).

Research methodology

To this research a pilot study has been conducted on 111 persons. Pilot studies are an important element to planning of an optimal research. The major advantage offered by:

A pilot study is the fact that it offers a pertinent feedback in what concerns way of improvement, efficient practicers as well as correct estimation of the grade of development of a future action.

Applicability of a pilot study:

- Development and testing of accuracy of the research instruments: surveys;
- Stability of the structures of the survey of its dimension : almost 100 persons;
- Collection of preliminary information.

In this context, the objectives refers to:

- Identify the most important categories of traditional products;
- Establish links between traditional products purchased by consumers Romanian;
- Determination of Romanians perception on entrepreneurship intangible cultural heritage.

The study has been realised through application an of the survey method, using on-line interview. The instruments used was survey. This was structured in open and closed questions. The survey has 18 questions, using isondaje.ro, between 16-25 september, being sent through e-mail and facebook.

Target details - 18-35 years old, both females and mals from different districts of the country. I chose this target because they are opened to new, they want to start a business.

Results and Discussion

First objective : indentify the most important categories of traditional products consumed by Romanians.

Table nr. 2 Demographic details

		Frecventa	%
Sex	Male	71	64
	Feminin	40	36
Age	18-25	73	65.8
	26-35	35	28.8

	36-55	6	5.4
Studies School	Professional	1	0.9
	High school	18	16.2
	Faculty	92	82.9
Oras	Bucharest	100	90.1
	Ilfov	3	2.7
	Buzau	1	0.9
	Altele	7	6.3

Source: authors based on the research of the period 16 to 25 September 2014, adapted from SPSS

The table that includes demographic details, we see male dominance respondents in 64%, more than half of respondents aged 18-25 years, with a percentage of 65.8%. Respondents are university graduates with a percentage of 82.9%, most of them in Bucharest, namely 90% of respondents.

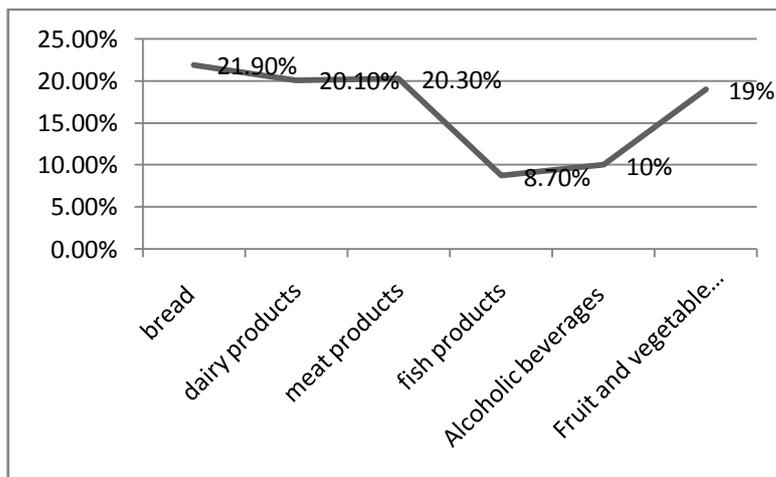


Figure no. 4 The interest for the various categories of traditional

Source: authors based on the research of the period 16 to 25 September 2014

According to the results of the research, almost 22% of them consume bread, the next category being meat with 20.3% and the smallest percentage is fish.

The second objective: Establish links between traditional products purchased by consumers Romanian.

In the chart below we can see the gender predominance of Romanian traditional products consumers purchase. Also we observe the relationship between the categories of traditional and Romanian consumers, we conducted within SPSS crosstab function in which I had the variables: meat products, fish and alcohol and sex of respondents.

Table no. 3 The prevalence consumers by gender on traditional product categories purchased

Intrebarile	15) Specificati sexul:
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	male	feminin
3c-meat products: 0	35	9
3	36	31
3d-fish products 0	59	25
4	12	15
3e- alcohol 0	57	25
5	14	15

Source: authors based on the research of the period 16 to 25 September 2014, adapted from SPSS

Tabel nr. 4 Spearman Correlation

Spearman Correlation	Value	Approx. Sig.
3c- meat products	.263	.004
3d-fish products	.231	.003
3e-alcohol	.194	.002

Source: authors based on the research of the period 16 to 25 September 2014, adapted from SPSS

Ho: there are no connection between choosing meat , fish , alcohol and gender.

H1: there is a correlation between meat, fish, alcohol and gender

After applying Spearman correlation test the invalid hypothesis was disproved, because we have Asymp, sig and approx. sig a under 0.05, resulting in a strong connection between components. According to the SPPS data, we can conclude that there is a strong positive and significate connections for both tests.

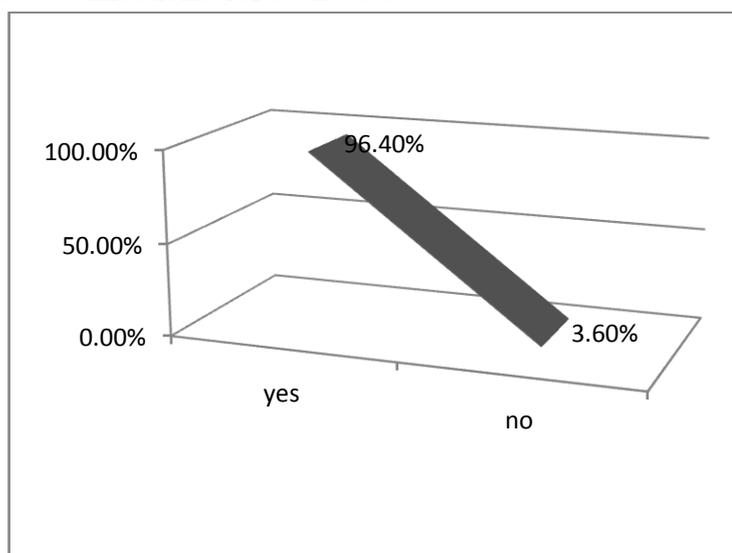


Figure No.5 opinion on extending chain stores specific traditional products

Source: authors based on research from 16 to 25 September 2014

From the graph you can say that the majority of answers want the extention of Romanian shops, with a procent of 96.4% .

The last objective of this research: Determination of Romanians perception on entrepreneurship intangible cultural heritage.

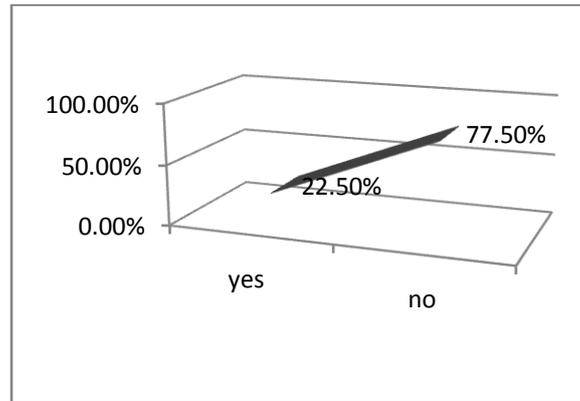


Figure No. 6 respondents are informed about opportunities for young entrepreneurs

Source: authors based on research from 16 to 25 September 2014

According to the opportunities offered to young entrepreneurs 22.5 % are informed, the rest of them until 100% are not.

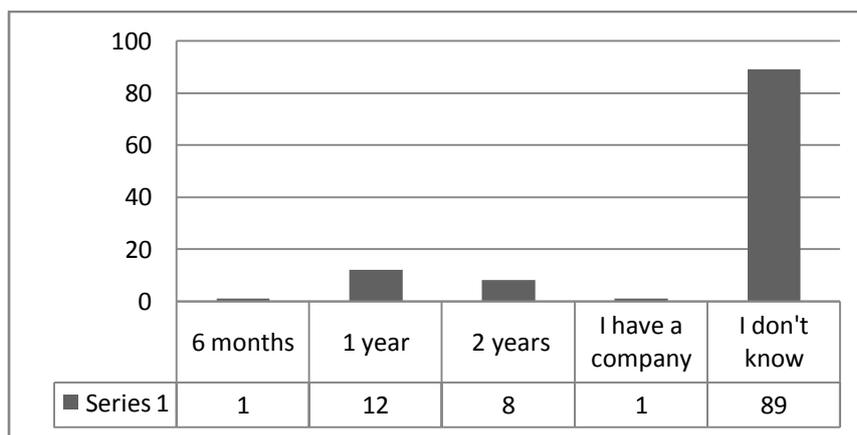


Figure No.7 time horizon that you appreciate that you start a business in tourism

Source: authors based on research from 16 to 25 September 2014

Ask if they want to open a business in tourism as quickly, consumers are determined on time, with a share of 80% of all respondents.

Research limitations

In building of the survey, there were taken into consideration elements of literature of speciality. Although the theory represented an useful guide, before the survey , a qualitative research should have been made to determine which attribute of Romanian traditional products are important exclusively for Romanians .Therefore, the survey would have been enlightened on real important factors and maybe, new ones. Another limits consists in the fact that the research has been made on-line . The response rate in this field is more reduced.

Conclusions

The study wanted to show, firstly the importance of entrepreneurship according to gastronomy which has many implications over economy of over favorization of the immigration of human capital is different economic regions.

To test this hypothesis, consumers were asked to tick traditional products consumed and bought, to conclude which, categories should be enlightened to go on international market and what way to choose to promote those categories.

Also, in this research, the wish of participants to consume traditional products, through 96% extention of shops with Romanian shops.

According to opportunities offered to young entrepreneurs, a small percentage of 22% are aware of this field.

Also, through the 12 th questions, we have a percentage of 80% in which participants don't know where they will be able to open a company.

I believe the reason for this high percentage is because the lack of information and the lack of promotion of entrepreneurship in the field of intangible cultural heritage.

I consider that, to inform younger of entrepreneurship, there should be made more seminars organize by ONG's and also in university. Entrepreneurship helps to develop the intellectual potential to the growth of economy to the growth of jobs.

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